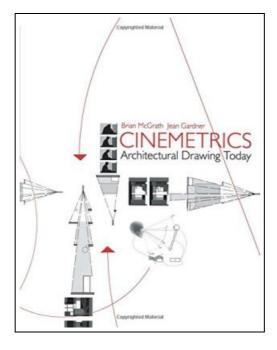
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CINEMETRICS: ARCHITECTURAL DRAWING TODAY (PAPERBACK)



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John Wiley and Sons Ltd, United Kingdom, 2017. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. This is the first textbook for architectural drawing with the computer that is based on understanding how digital drawing fundamentally differs from drawing with lead pencils on drafting boards. Cinemetrics: Architectural Drawing Today demonstrates a cinematically-inspired, cybernetically imaged, architectural drawing system for thinking about architecture as embedded in relationships within the world at large. It opens up the possibility of inventing new ways of building as framing flowing matter in order to live a philosophy of?newness? The authors, who have for fifteen years collaborated in teaching architectural students, link the architectural drawing text with research in the expanded field of architecture, which includes neurology, biology, ecology, physics, sustainability and philosophy. The book is written in an accessible and direct tone. Providing both an understanding of the visual perception behind drawing and practical exercises, it is set to become the key text book on the subject at both undergraduate and graduate level. It is highly illustrated with black and white diagrams and drawings. Praise for Cinemetrics Sulan Kolatan, Max Fisher Visiting Professor at University of Michigan and Partner in KOL/MAC LLC, and William Mac Donald, Professor and Chair of Graduate Architecture and Urban Design at School of Architecture, Pratt Institute, and Partner in KOL/MAC LLC: By progressively positioning their architectural research on digital drawing as contemporary cultural practice, Brian Mc Grath and Jean Gardner demonstrate not only a unique lateral intelligence but? to paraphrase George Lang s declaration that tradition is a conspiracy often used to keep the future from happening-? ensure that the future is happening.now. This daringly analytical book precisely and effectively delineates heretofore hidden systems of emergent relations between ideology, methodology, representation, a



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